

**REMARKS**

The Office Action dated September 3, 2009 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1, 3-32, 49-51, 53, 56, and 57 are now pending in this application. Claims 1, 3-32, 49-51, 53, 54, 56, and 57 stand rejected. Claim 54 has been cancelled.

The rejection of Claims 1, 3-10, 23, 24, 53, 54, and 56 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Publication No. 2004/0002386 to Wolfe, et al. (hereinafter referred to as “Wolfe”) in view of U.S. Patent 6,371,852 to Acres (hereinafter referred to as “Acres”) is respectfully traversed.

Claim 1 has been amended to recite “allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system, wherein the unenrolled player is awarded with the enrollment incentives after enrolling in response to the notification . . . notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable.” Such recitations are supported in the specification at, for example, paragraph [0054]. Specifically, paragraph [0054] provides that “[i]f the player chooses not to enroll, the uncarded or unenrolled play is continuously tracked until such time as the player ceases playing or enrolls in the player tracking system. User pre-sets can determine the number and frequency of notifications to the player.”

Moreover, Applicants respectfully traverse the assertion on page 6 of the Office Action that Wolfe and Acres describe the above recitations. Specifically, Applicants respectfully submit that no combination of Wolfe and Acres describes nor suggests that if an unenrolled player chooses not to enroll in a player tracking system, the unenrolled player will be notified after an occurrence of a subsequent triggering event, wherein a frequency of notifications to the unenrolled player during continued play is adjustable. Rather, Wolfe merely describes using a handheld device to locate a hot player that has inserted a preselected

amount of money into a gaming machine within a certain time period, and offering to enroll the player into a customer loyalty program. Moreover, Wolfe describes using the handheld device to access “flash reports” that outlines profitability of the casino floor at certain time intervals. However, Wolfe does not describe nor suggest using such reports to determine whether unenrolled players are present in the casino or whether any trigger events have occurred. In addition, Acres does not describe nor suggest a frequency of notifications to an unenrolled player during continued play. Rather, Acres merely describes awarding a credit to a player’s account for a special date such as a birthday, an anniversary, and the like.

Furthermore, Applicants respectfully traverse the assertion on page 2 of the Office Action that Wolfe describes permitting the unenrolled player to play a gaming device using an unenrolled player account at paragraph [0118]. Specifically, Applicants respectfully traverse the assertion that Wolfe describes creating an account or file for use in tracking play by uncared players. Applicants respectfully submit that Wolfe does not describe, suggest, or even mention creating such an account. Moreover, Applicants submit that the Examiner has not shown any language in Wolfe that supports such an assertion. Rather, only a conclusory statement of what Wolfe does describe is provided. In contrast to this assertion, Applicants submit that Wolfe merely describes that a hot player may be a player that possess a player tracking card or a player that does not possess a player tracking card. Specifically, paragraph [0118] of Wolfe describes a hot player as “a player who has inserted a sufficiently high amount of money into a gaming machine within a time certain period. Hot players can be either carded or uncared.” The fact that the hot player lacks a player tracking card does not describe nor suggest that the hot player is playing using an uncared player account. Rather, Applicant submits that Wolfe merely describes using the wireless device to locate hot players that do not possess a player tracking card, and approaching those players to offer enrollment. As such, Wolfe does not describe nor suggest enabling an unenrolled player to play using an uncared player account.

Wolfe describes a casino information management system that includes a casino server (20) and a plurality of hand-held devices (12) connected to the casino server (20) by a wireless communication system (13). A casino employee may use a hand-held device (12) to

coordinate drop box processing, receive and place beverage orders from players, facilitate communications between multiple players, and coordinate jackpot processing. Moreover, the employee may use the hand-held device (12) to obtain information from the casino server (20) about a particular gaming machine or a group of gaming machines, or about a particular player or a group of players. For example, an employee may locate players that have wagered more than a specified amount of money within a certain time period. If such a player does not have a player account for a player tracking service, the employee may register the player using the hand-held device (12). Notably, as discussed above, Wolfe does not describe nor suggest permitting an unenrolled player to play a gaming device using an uncared player account. Moreover, Wolfe does not describe nor suggest that if an unenrolled player chooses not to enroll in a player tracking system, the unenrolled player will be notified after an occurrence of a subsequent triggering event, wherein a frequency of notifications to the unenrolled player during continued play is adjustable.

Acres describes a method in which account credits may be applied to a player's account, as an incentive to the player to open the account. When the account is opened by a casino, an account credit may be applied to the account. Moreover, Acres describes inducing a player to use a tracking card by awarding each player points that are proportional to the money wagered by the player. Players consequently accrue points at a rate related to an amount wagered. The points are displayed on a display. The player may then redeem points for selected merchandise, meals in casino restaurants, or the like, which each have assigned point values. Notably, as discussed above, Acres does not describe nor suggest that if an unenrolled player chooses not to enroll in a player tracking system, the unenrolled player will be notified after an occurrence of a subsequent triggering event, wherein a frequency of notifications to the unenrolled player during continued play is adjustable.

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method comprises "permitting the unenrolled player to play a gaming device using an uncared player account . . . notifying the unenrolled player after the occurrence of the triggering event . . . presenting the unenrolled player with enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking

system . . . allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system, wherein the unenrolled player is awarded with the enrollment incentives after enrolling in response to the notification . . . notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable.”

No combination of Wolfe and Acres describes nor suggests a method of registering an unenrolled player in a player tracking system, as recited in Claim 1. More specifically, no combination of Wolfe and Acres describes nor suggests permitting the unenrolled player to play a gaming device *using an uncarded player account*. Moreover, no combination of Wolfe and Acres describes nor suggests notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable. Rather, Wolfe merely describes using a wireless device to locate hot players that do not possess a player tracking card and approaching those players to offer enrollment, and Acres describes applying credits to a player’s account as an incentive to open the account.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Acres.

Claim 54 has been cancelled. Claims 3-10, 23, 24, 53, and 56 depend from independent Claim 1. When the recitations of Claims 3-10, 23, 24, 53, and 56 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 3-10, 23, 24, 53, and 56 likewise are patentable over Wolfe in view of Acres.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 1, 3-10, 23, 24, 53, 54, and 56 be withdrawn.

The rejection of Claims 11-16 under 35 U.S.C. § 103(a) as being unpatentable over Wolfe in view of Acres, and further in view of U.S. Patent Publication No. 2004/0127284 to Walker, et al. (hereinafter referred to as “Walker”) is respectfully traversed.

Wolfe and Acres are described above. Walker describes a system (100) that includes one or more controllers (102) coupled in communication with one or more game machines (104). The system (100) enables messages to be sent between a controller (102) and a game machine (104), from one game machine (104) to another game machine (104), and/or from a game machine (104) or controller (102) to another device, such as a large display screen. Messages may include, for example, status messages, gaming-related messages, messages relating to comps or a player’s casino visit, and/or news alerts. Moreover, messages may be categorized based on criteria such as a type of message, message content, an originator of a message, and/or a length of a message.

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method comprises “permitting the unenrolled player to play a gaming device using an uncared player account . . . notifying the unenrolled player after the occurrence of the triggering event . . . presenting the unenrolled player with enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system . . . allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system, wherein the unenrolled player is awarded with the enrollment incentives after enrolling in response to the notification . . . notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable.”

No combination of Wolfe, Acres, and Walker describes nor suggests a method of registering an unenrolled player in a player tracking system, as recited in Claim 1. More specifically, no combination of Wolfe, Acres, and Walker describes nor suggests permitting the unenrolled player to play a gaming device *using an uncared player account*. Moreover, no combination of Wolfe, Acres, and Walker describes nor suggests notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the

unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable. Rather, Wolfe merely describes using a wireless device to locate hot players that do not possess a player tracking card and approaching those players to offer enrollment, Acres describes applying credits to a player's account as an incentive to open the account, and Walker describes a casino communication system that enables game machines, controllers, and/or other devices to send and display messages to players.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Acres and Walker.

Claims 11-16 depend from independent Claim 1. When the recitations of Claims 11-16 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 11-16 likewise are patentable over Wolfe in view of Acres and Walker.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 11-16 be withdrawn.

The rejection of Claims 17-22 and 25-32 under 35 U.S.C. § 103(a) as being unpatentable over Wolfe in view of Acres, and further in view of U.S. Patent 6,896,618 to Benoy, et al. (hereinafter referred to as "Benoy") is respectfully traversed.

Wolfe and Acres are described above. Benoy describes a player tracking system that includes a player tracking account server (60) that collects player data from a player tracking unit (56) within each of a plurality of gaming devices (90, 92, 94, 96). Each player tracking unit (56) includes a card reader (24), a speaker and microphone (58), and a touch screen display (16). The player tracking unit (56) may be used to login to the player tracking system as an existing player and/or to enroll in the player tracking system as a new player before, during, or after the player plays a game at a gaming device (90, 92, 94, 96).

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method comprises "permitting the unenrolled player to play a gaming device using an uncarded player account . . . notifying the unenrolled player after the

occurrence of the triggering event . . . presenting the unenrolled player with enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system . . . allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system, wherein the unenrolled player is awarded with the enrollment incentives after enrolling in response to the notification . . . notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable.”

No combination of Wolfe, Acres, and Benoy describes nor suggests a method of registering an unenrolled player in a player tracking system, as recited in Claim 1. More specifically, no combination of Wolfe, Acres, and Benoy describes nor suggests permitting the unenrolled player to play a gaming device *using an uncarded player account*. Moreover, no combination of Wolfe, Acres, and Benoy describes nor suggests notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable. Rather, Wolfe merely describes using a wireless device to locate hot players that do not possess a player tracking card and approaching those players to offer enrollment, Acres describes applying credits to a player’s account as an incentive to open the account, and Benoy describes a player tracking unit that enables a player to login to a player tracking system as an existing player and/or enables the player to register as a new player with the player tracking system.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Acres and Benoy.

Claims 17-22 and 25-32 depend from independent Claim 1. When the recitations of Claims 17-22 and 25-32 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 17-22 and 25-32 likewise are patentable over Wolfe in view of Acres and Benoy.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 17-22 and 25-32 be withdrawn.

The rejection of Claims 49-51 and 57 under 35 U.S.C. § 103(a) as being unpatentable over Benoy in view of Acres is respectfully traversed.

Benoy and Acres are described above.

Claim 49 has been amended similar to Claim 1. Specifically, Claim 49 recites a player tracking system for uncarded players, wherein the player tracking system comprises “at least one server coupled to said plurality of gaming devices via said network, wherein said at least one server is configured to: track uncarded play of unenrolled players having uncarded player accounts . . . notify at least one of the unenrolled players after the occurrence of the triggering event . . . present the unenrolled player with enrollment incentives that the unenrolled player would have earned if enrolled in said player tracking system . . . enable the unenrolled player to enroll in said player tracking system in response to an election by the unenrolled player to enroll, wherein the unenrolled player is awarded with the enrollment incentives after enrolling in said player tracking system . . . notify the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll, wherein a frequency of notifications to the unenrolled player is adjustable.”

No combination of Benoy and Acres describes nor suggests a player tracking system for uncarded players, as recited in Claim 49. More specifically, no combination of Benoy and Acres describes nor suggests a server configured to track uncarded play of unenrolled players *having uncarded player accounts*. Moreover, no combination of Benoy and Acres describes nor suggests a server configured to notify the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll, wherein a frequency of notifications to the unenrolled player is adjustable. Rather, Benoy describes a player tracking unit that enables a player to login to a player tracking system as an existing player and/or enables the player to register as a new player with the

player tracking system, and Acres describes applying credits to a player's account as an incentive to open the account.

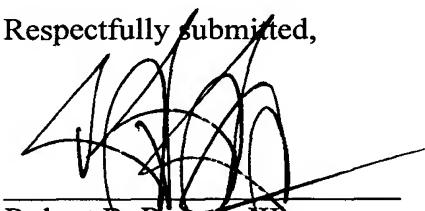
Accordingly, for at least the reasons set forth above, Claim 49 is submitted to be patentable over Benoy in view of Acres.

Claims 50, 51, and 57 depend from independent Claim 49. When the recitations of Claims 50, 51, and 57 are considered in combination with the recitations of Claim 49, Applicants submit that dependent Claims 50, 51, and 57 likewise are patentable over Benoy in view of Acres.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 49-51 and 57 be withdrawn.

In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action are respectfully solicited.

Respectfully submitted,



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